

Elderly And Low Income Without Cars

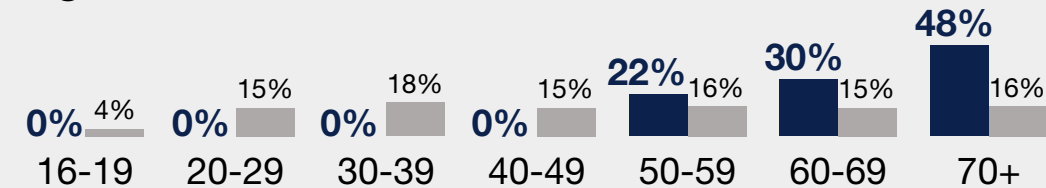
■ Segment 7 ■ All segments

Who are they?

Gender

Male **♂42%** 49% Female **♀58%** 51%

Age



Mobility difficulties impacting travel



Ethnicity

95% 88% White **4%** 11% Ethnic Minority

Household finance

Under £25,000 **78%** 40%
 £25,000 - £59,999 **10%** 33%
 Over £60,000 ***%** 13%

People in this segment are older, likely to live alone, and often have one or multiple health conditions. They do not own a car.

Their health is impacting their mobility and they make fewer journeys compared to people in other segments. They rely on public transport or on other family members to drive them to destinations which are less accessible by public transport. Getting the bus is seen as a great option for short journeys in the local area or to neighbouring towns. It is also a cost-effective option, as people in this segment are likely to own a free bus pass.

Peter



- **Age:** 67
- **Lives:** Dudley, West Midlands
- **Household composition:** Divorced, lives alone in terraced house, one adult daughter
- **Employment:** Recently retired, formerly worked as a builder
- **Disability/Health:** Osteoarthritis; hip replacement
- **Tenure:** Homeowner, no mortgage
- **Interests and concerns:** A season ticket holder at Wolverhampton Wanderers; worries about the rising cost of living
- **Driving licence:** Yes, full

Pippa



- **Age:** 76
- **Lives:** Aldsworth, Gloucestershire
- **Household composition:** Widowed, lives alone with her dog
- **Employment:** Retired for 18 years, former Midwife
- **Disability/Health:** A visual impairment and a spinal condition
- **Tenure:** Renting a retirement apartment
- **Interests and concerns:** Loves literature and writes short stories; worries about climate change and the cost of energy bills
- **Driving licence:** Yes, full

Enablers and barriers to different transport modes

Car

- ✓ Convenient, especially for short journeys to see friends and family
- ✓ Availability of taxi services in the local area
- ✓ Comfortable way to travel
- ✓ A safer alternative for evening travel
- ⊗ Physical health conditions
- ⊗ Cost of using taxi services
- ⊗ Loss of driving licence (e.g. on medical grounds)

Walking

- ✓ Health benefits - staying active/keeping fit
- ✓ Recreation and socialising – walking pets alone/with friends
- ✓ No cost associated with it
- ✓ Environmental benefit
- ⊗ Health condition (physical or mental health)

Cycling

- ⊗ Life stage
- ⊗ Physical health conditions
- ⊗ Roads in poor condition and associated safety concerns
- ⊗ Not cheaper than public transport thanks to free bus pass

Public Transport

- ✓ Frequent and reliable services
- ✓ Bus stops/train stations in close proximity
- ✓ Discounted/free travel
- ✓ Environmental benefit
- ⊗ Public transport provision in the local area
- ⊗ Distance to nearest bus stop/train station
- ⊗ Safety concerns – e.g. travelling late in the evening
- ⊗ Health concerns – for those in a vulnerable health group
- ⊗ Roads in poor condition

General transport habits

- **Can't afford his own car** nowadays and misses the freedom it used to give him.
- Is able to access **free local transport via free bus pass**.
- **Mainly travels within the West Midlands**, either taking the bus or getting a lift with his friends to watch Wolverhampton FC.
- **Tends to go out less than he used to** as things are more expensive, especially intercity trains.
- **Tends to do his weekly shop in person to save on the delivery fee** – the walk to the shops also allows him to do some of the exercise he needs to help with his arthritis.

General transport habits

- **Has a free bus pass but struggles to use it** – her spinal condition makes bus journeys uncomfortable.
- **Her primary journeys are trips to the hospital and to the vets** (daughter drives her).
- Due to health conditions she is **unable to walk very far**, on a good day she takes the dog for a walk.
- Used to drive but **visual impairments and headaches** means she cannot do this and no longer owns a car.

Where percentages do not add up to 100%, this is due to rounding or exclusion of 'Don't know' and 'Prefer not to say' answer codes.

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General transport habits

Peter can't afford his own car nowadays and misses the freedom it used to give him – travelling by car nowadays means getting a lift from friends or family. But he does have free local transport – on buses and local trains – thanks to his free bus pass. His primary journeys are usually all within the West Midlands, especially taking the bus to

Wolverhampton to watch the football, around which his social life is built. Peter tends to go out less than he used to as things are more expensive, especially intercity trains. He also tends to do his weekly shop in person to save on the delivery fee – the walk to the shops also allows him to do some of the exercise he needs to help with his arthritis.

Frequent journey

Getting the bus to the match, weekly.

- ✓ No need to plan – familiar with routes and timings
- ✓ Free local trains with his Senior railcard
- ✓ Can get the bus from the end of his road, before changing onto another bus, then walking a short distance to the ground
- ⊗ Timings not always reliable, so often leaves earlier than he'd like to ensure he doesn't miss kick off

"I have a very good transport system where I live. Regular buses to local villages and large towns. I catch the bus from the top of my road, very convenient."

Less frequent journey

Getting the train to the occasional away game, once a month.

- ✓ Relatively easy access to mainline station, from where it is possible to travel anywhere in the country
- ✓ Local travel – bus and train – is free with his free bus pass
- ⊗ Appearance of trains in need of improvement
- ⊗ Intercity trains are expensive, even with his over-60s railcard – Peter feels he can afford this less than he used to

"It's all worn out anyway. Put in fresh upholstery. It's going to cost them a few bob. And look at the outside of the carriage, all covered in graffiti. Absolutely terrible."

Opportunities for Change

Key factors in decision making:

- **Destination** - local or further afield
- **Cost** - longer distance travel is getting more expensive
- **Safety** - doesn't trust the state of roads

Would like to use trains more:

- ✓ Great to get around the country
- ✓ Would also enable him to visit his grandchildren more easily
- ⊗ Intercity trains are expensive

"I used to do a lot of cycling. But I don't trust the roads anymore. They have all these potholes, it's always raining. So I thought, do I keep the bike and continue to cycle, get pneumonia? Or use the free travel pass? It's a no brainer, really, isn't it?"

Would like to cycle more:

- ✓ Healthy, cheap, and green
- ✓ Used to cycle into Dudley regularly to shop and see friends
- ⊗ Public transport is free for Peter nowadays, reducing appeal of cycling
- ⊗ State of roads makes it dangerous
- ⊗ Unsure about cycling with his arthritis
- ⊗ Poor weather
- ⊗ No longer owns a bike

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- **Driving licence:** Yes, full

General transport habits

Pippa has a free bus pass but struggles to use it – her spinal condition makes bus journeys uncomfortable, and even waiting at a bus stop is challenging. Her primary journeys are trips to the hospital and to the vets, for which she usually needs a lift from her daughter. Due to her health conditions, she is unable to walk very far. On a good day she takes the dog for a walk.

Pippa used to drive but, due to worsening visual impairments and headaches, had to give it up. She got rid of her car 8 years ago. Previous to that, she had used her car frequently to meet up with friends and family. Without her car she hardly goes out unless it is necessary, and as a result she feels isolated from friends and family.

Frequent journey

Getting a lift to the hospital, every fortnight.

- ✓ Car is comfortable for her spinal problem; walking to the bus stop is not an option and the bus journey is uncomfortable
- ✓ Car lift is free, a taxi journey would cost her £30 each way and she’s not aware of dial-a-ride services
- ⊗ Two nearest train stations are 9-10 miles away, so not accessible to Pippa
- ⊗ Daughter has to make a long round trip in car to take Pippa – 25 miles to pick Pippa up, then drive to the hospital, then drop Pippa home and drive another 25 miles back

“I can’t get there without my daughter driving me to Salisbury. I just had to cancel an important appointment at the hospital because I simply couldn’t get there and she wasn’t able to help me that day. So it’s being delayed by 4 months.”

Less frequent journey

Emergency taxi trips to look after grandchildren, every couple of months.

- ✓ Local taxi firm is available to get Pippa to her daughter’s house when her daughter is called away for work unexpectedly
- ⊗ Is expensive, especially if traffic is bad, sometimes around £100
- ⊗ Can be very stressful as taxis aren’t always available immediately or sometimes arrive late
- ⊗ Means leaving the dog alone unexpectedly as taxis won’t take the dog

“Any travel presents me with so many problems I have kind of given up and don’t attempt any journey alone. Car is the only real option for me but I can’t drive with my vision problem.”

Opportunities for Change

Key factors in decision making:

- **Need – trip to hospital or vets**
- **Limitations – various health conditions make walking very difficult**

Would like to use trains more:

- ⊗ Extreme discomfort on board the train due to spinal condition
- ⊗ Hard to walk any distance
- ⊗ Lack of local train station

“In my dreams I can use a mobility scooter to go to my local station – it used to be a mile away – and I’d be able to get a train to Salisbury, my home town. It will never happen but it’s the only way I could ever hope to travel independently.”

Potential for switching to car use in the future:

- ✓ Would enable spontaneous trips to shops or to visit friends and family
- ✓ Would make going to the vets or the hospital much easier
- ⊗ Health is too poor to drive herself – visual impairment; not allowed to drive
- ⊗ Worried about the state of the roads – too dangerous for her, even if she was physically able to drive

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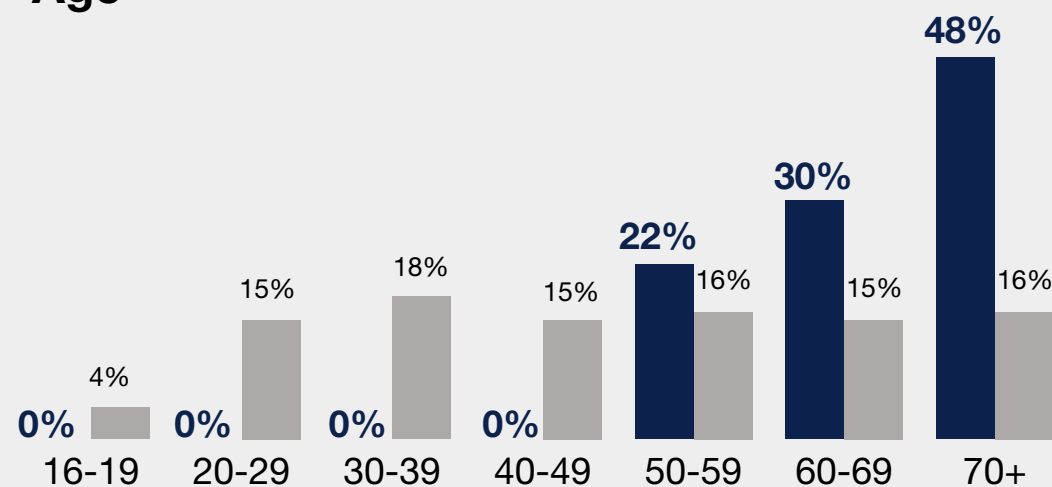
■ Segment 7 ■ All segments

Who are they?

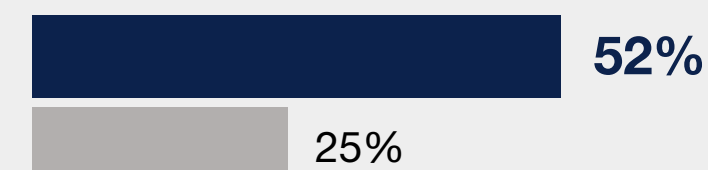
Gender

Male **♂42%** 49% Female **♀58%** 51%

Age



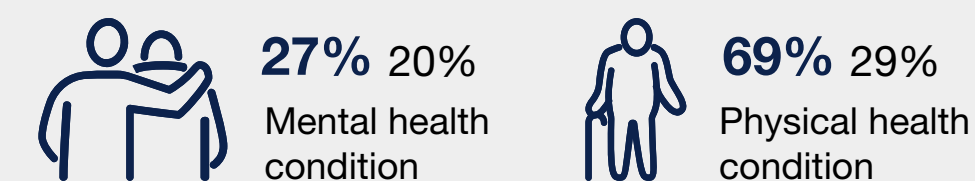
Mobility difficulties impacting travel



Disability/long standing health condition that makes it difficult (*impossible/difficult) to



Mental health/physical health condition:

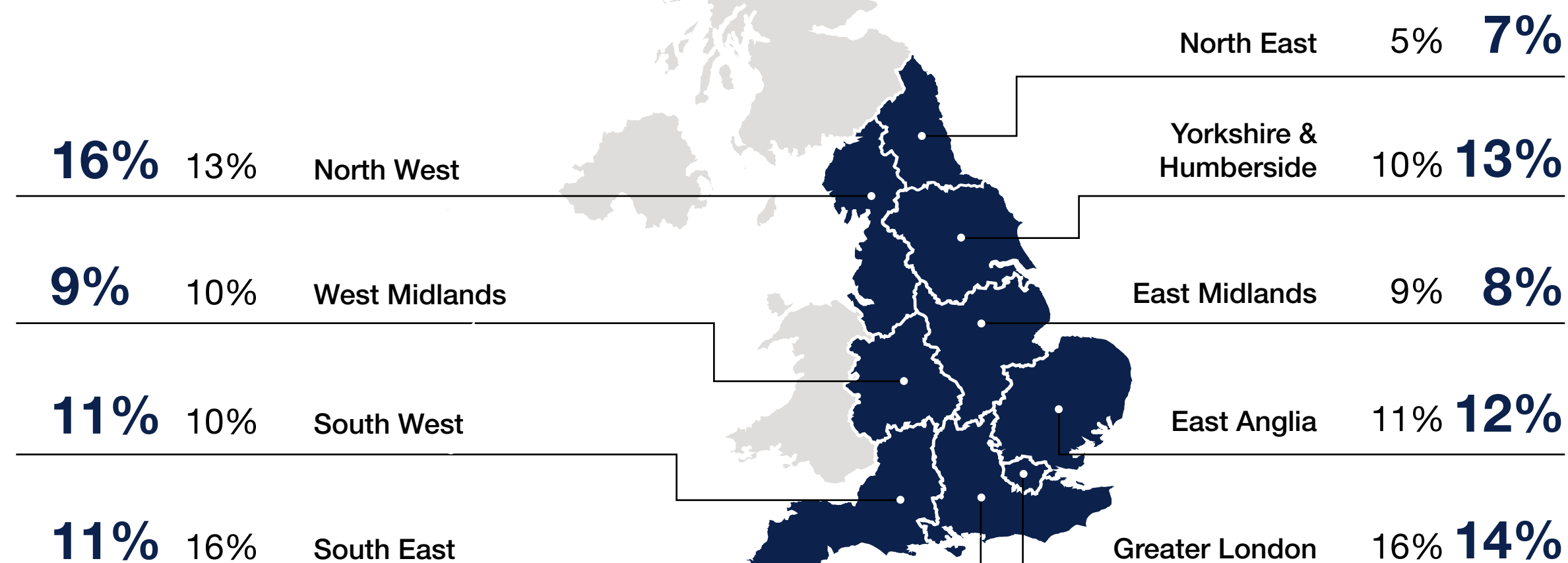


Ethnicity

95% 88% White 4% 11% Ethnic Minority

Location

Urban **90%** 78% Rural **9%** 14%



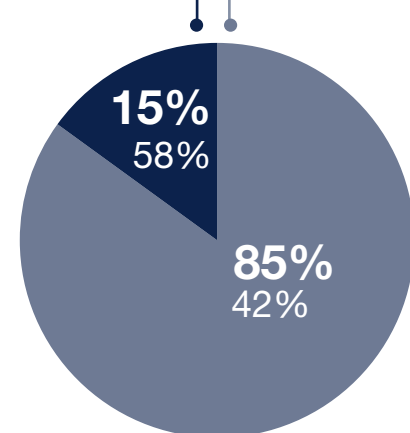
Employment & working patterns

Working

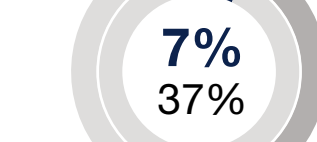
- 8% 39% Full-time employed
- 3% 14% Part-time employed
- 3% 6% Self employed

Not working

- 59% 23% Retired
- 25% 10% Unemployed
- 1% 5% Parent-homemaker
- 5% Student/Pupil



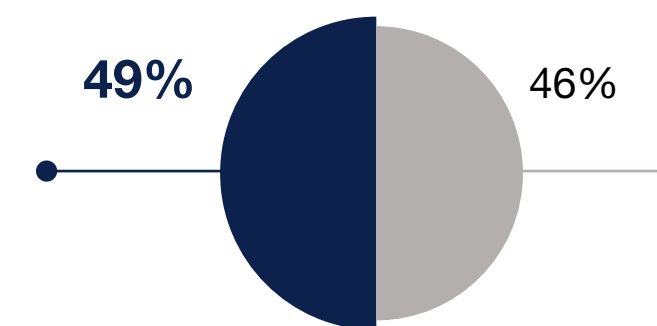
14% 58%
Travel to a place of work at least once a week



49% 46%
Work from home at least once a week

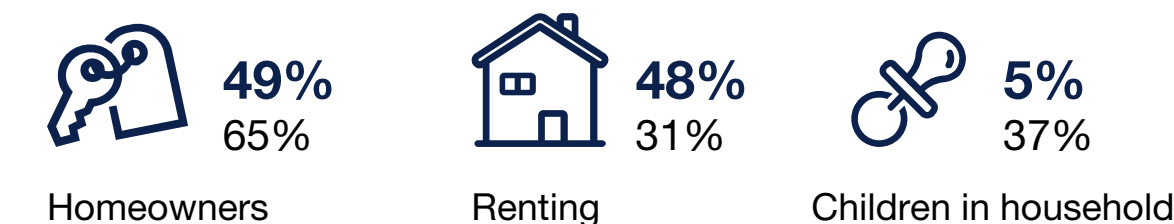
Shopping behaviours

Regularly use home delivery for food or non-food shopping



Household & financial

Household



Household finance

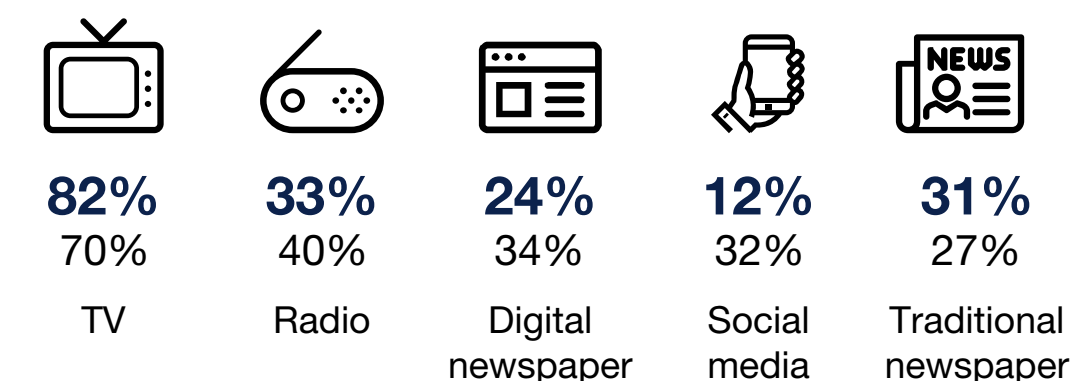
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Over £60,000 ***%** 13%

Technology & media

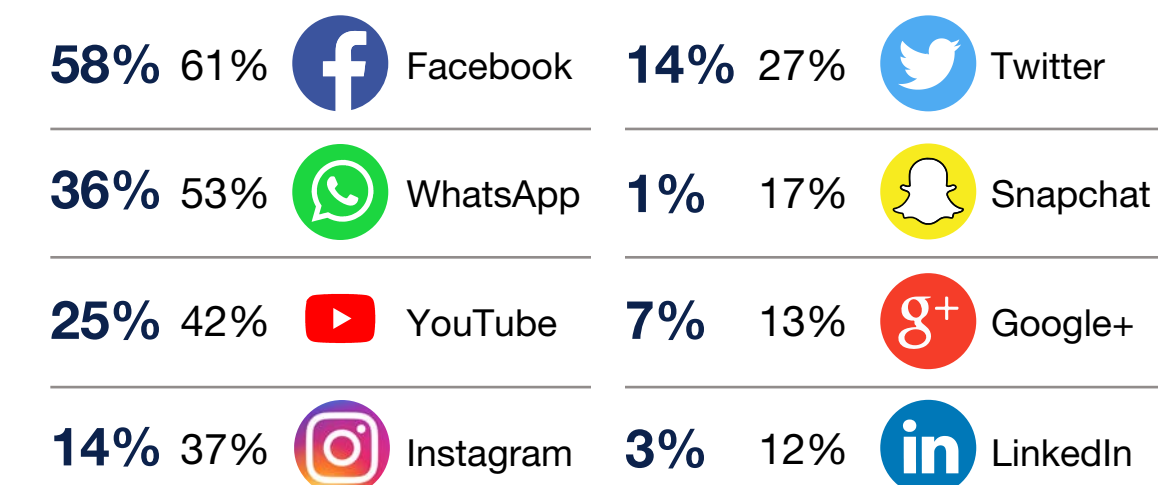
Use of smartphones



Consumption of news



Social media



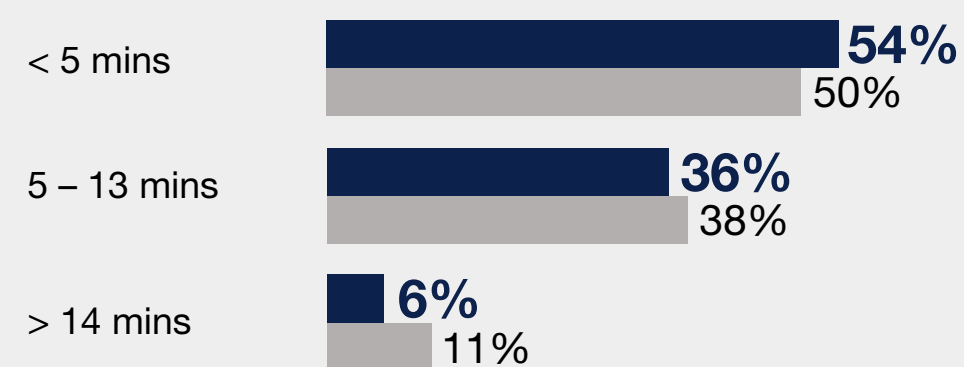
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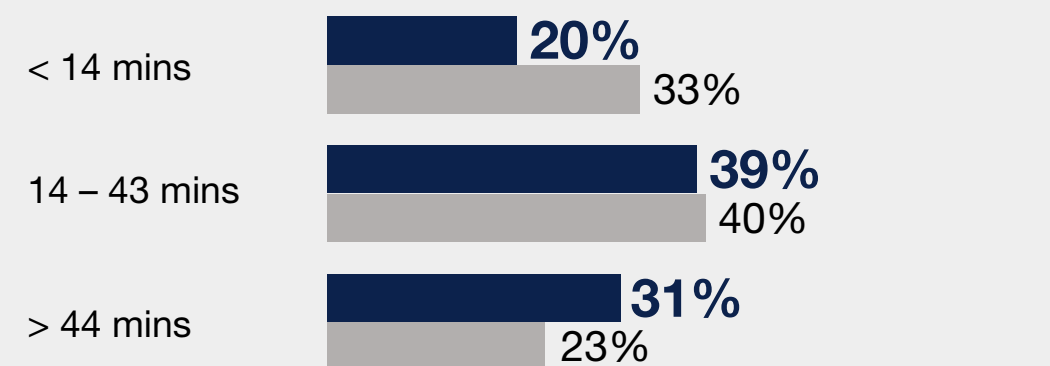
■ Segment 7 ■ All segments

Access to transport

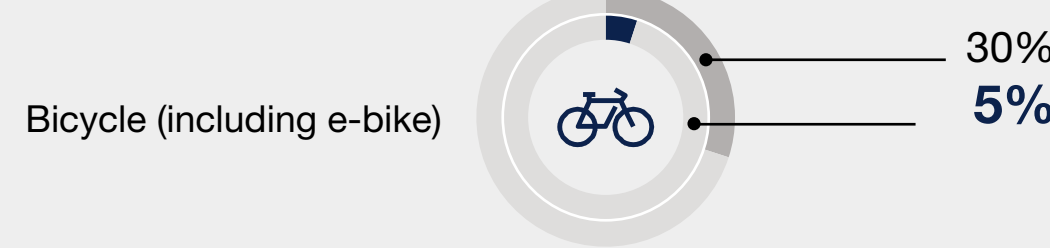
Distance to nearest bus stop (mins walk)



Distance to nearest railway station (mins walk)



Access to:



People in this segment don't drive anymore and are reliant on public transport modes or family and friends to help them travel to places. There are two key factors that influence people's transport choices – (i) people in this segment don't or can't drive anymore and (ii) reliance on local transport provision. The bus is a good and cost-effective option for short journeys.

"[I would only take a taxi] If I need to get to, say, a follow up hospital appointment or my daughter needed me for grandma duty. They're very reliable, but very, very rarely do I need a taxi." Female, 70, East Anglia

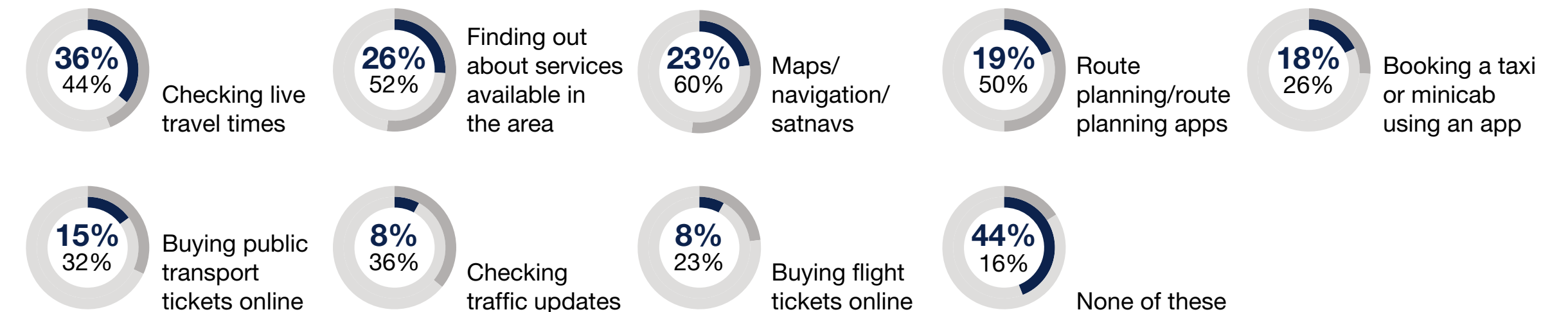
Public transport modes are less suitable for those with more severe health conditions, as they can experience discomfort and pain while travelling, thus making them more dependent on friends and family for travel. Trains are used for longer journeys.

For people with less severe health conditions, walking is a great way to keep fit and build strength following a surgery that requires them to keep active – for example, a hip or knee replacement. Cycling on a standard bicycle is not seen as a suitable travel option due to it requiring more intense physical activity.

"Any travel presents me with so many problems I have given up and don't attempt any journey alone. Car is the only real option for me but I can't drive with my vision problem. I can use a mobility scooter but had one for nearly a year and only used it once because its too stressful with the pavements being so bumpy and people parking blocking dropped kerbs." Female, 69, South West

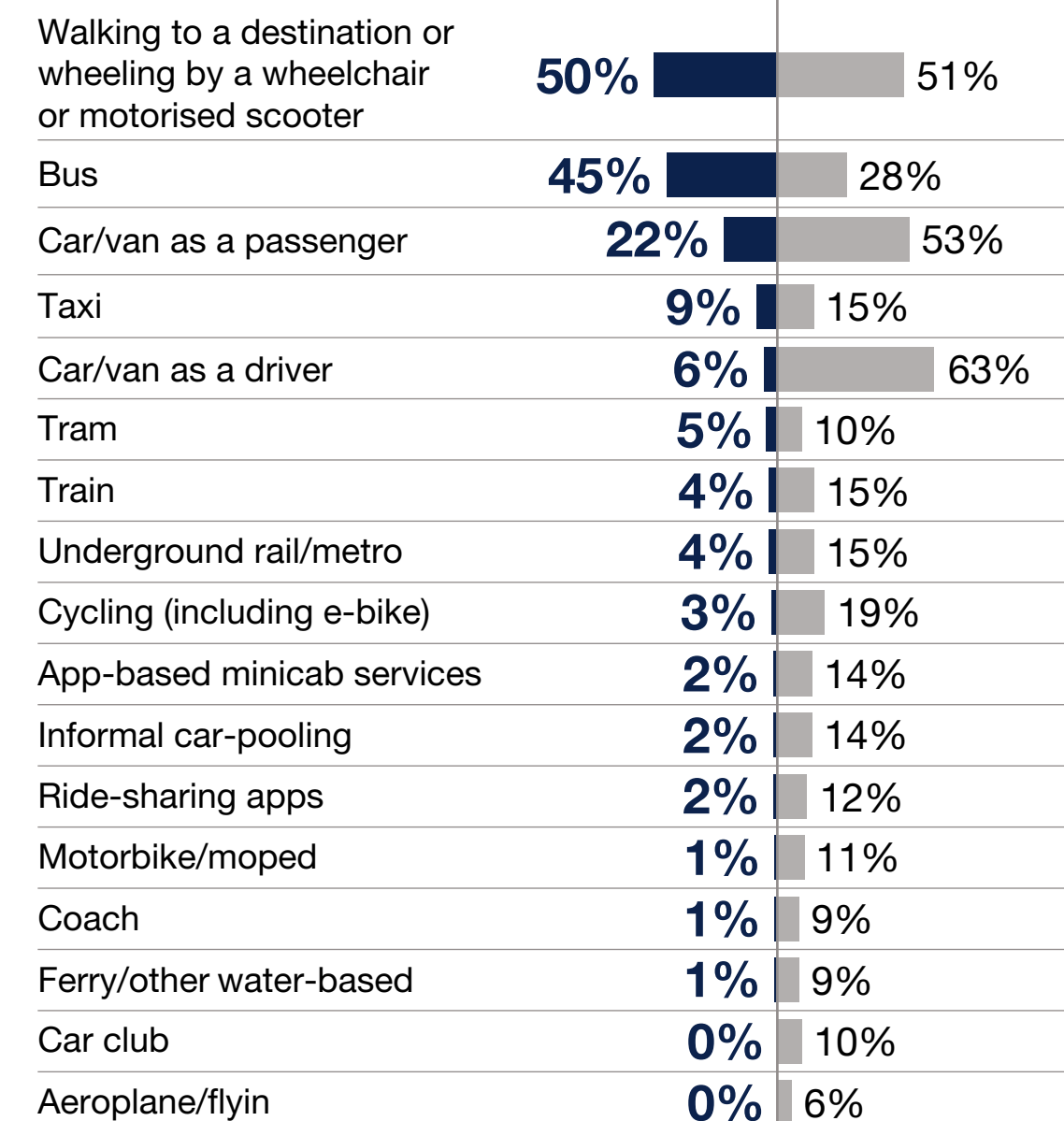
Understanding transport choices

Journey planning. Smartphones are used for:

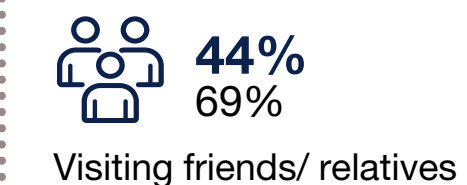


Mode use and frequency

Modes used once a week or more (last 6 months)



Top 5 journey purposes (last 6 months)



Flight taken in last 12 months



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Segment 7

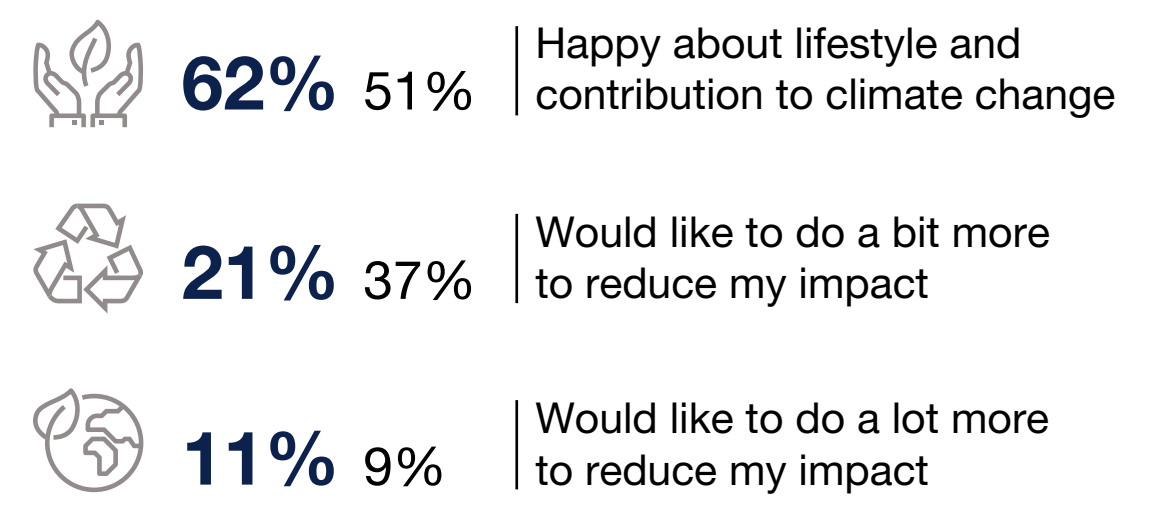
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■ Segment 7 ■ All segments

People in this segment have reduced the amount of travel they do in recent years. This is partly due to giving up driving, changes made following medical advice during the Covid-19 pandemic, and the effects of the pandemic more broadly such as socialising less.

Public transport has served as a good replacement for driving, but driving less has led to people living more isolated lives. In some cases, there has been a shift from cycling to public transport, due to cycling requiring more energy and physical effort but also because many people in this segment can access discounted/free public transport.

For people in the segment, the pandemic significantly reduced how often they travelled, to avoid becoming ill. People who were part of a vulnerable group during the COVID-19 pandemic and were advised by their doctor to avoid public transport or crowded places, still have concerns about using public transport or meeting friends. Thus, they have reduced their travel significantly and are continuing to avoid using some public transport modes. They are also more likely to have continued the use of face coverings/masks for protection.



Enablers and barriers to different transport modes

Car

- ✔ Convenient, especially for short journeys to see friends and family
- ✔ Availability of taxi services in the local area
- ✔ Comfortable way to travel
- ✔ A safer alternative for evening travel
- ✘ Physical health conditions
- ✘ Cost of using taxi services
- ✘ Loss of driving licence (e.g. on medical grounds)

Walking

- ✔ Health benefits - staying active/keeping fit
- ✔ Recreation and socialising – walking pets alone/with friends
- ✔ No cost associated with it
- ✔ Environmental benefit
- ✘ Health condition (physical or mental health)

Cycling

- ✘ Life stage
- ✘ Physical health conditions
- ✘ Roads in poor condition and associated safety concerns
- ✘ Not cheaper than public transport thanks to free bus pass

Public Transport

- ✔ Frequent and reliable services
- ✔ Bus stops/train stations in close proximity
- ✔ Discounted/free travel
- ✔ Environmental benefit
- ✘ Public transport provision in the local area
- ✘ Distance to nearest bus stop/train station
- ✘ Safety concerns – e.g. travelling late in the evening
- ✘ Health concerns – for those in a vulnerable health group
- ✘ Roads in poor condition

Attitudes towards transport and climate

People in this segment expressed mixed levels of concern about the environment and this rarely influenced their transport choices. The cost of living, and recent political issues are seen as more important issues facing society today. Whilst acknowledging the environment is an important concern, using more environmentally-friendly modes (public transport, walking) is more a consequence of life stage, health condition and access to transport in the local area, rather than an environmental choice.



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